

July 10, 1947

Everything but the price tag says—

BIG-CAR QUALITY



You'll like that Big-Car styling!

You'll like the long, low lines of the new Chevrolet. You'll like the look of massiveness and sturdiness. That big, beautiful Unisteel body is by Fisher, you know—the only Body by Fisher in the low-price field!



You'll like that Big-Car performance!

You'll find it fun to drive a new Chevrolet. There's power and pep to spare in the only Valve-in-Head Engine that powers a popular-priced car. And Chevrolet's quiet, comfortable, road-hugging way of going is so restful—so relaxing!



You'll like these Big-Car features!

Chevrolet's packed with features that give you Big-Car comfort and safety. Positive-Action Hydraulic Brakes, for example, with exclusive design features for safer, surer stops. Unitized Knee-Action, for instance, that adds stability and ease of steering, as well as riding comfort.

THIS—you'll love!

But your greatest thrill will come when you find out that Chevrolet is the lowest-priced line in its field . . . and the line that costs less for gas, oil and upkeep. Chevrolet's the one car that gives you Big-Car Quality at Lowest Cost!



You'll like our service, too!

—for the way it keeps your car at its best all the year round. Drive in soon—and regularly.



CHEVROLET

H. S. NEWCOMER & SON, Inc.

MOUNT JOY, PENNA.